

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMERCE, INC.

Ad No. 581-(AUCTION LIST)-Req. No. 77128-1/2 Page-(4 5/16 x 11 inches)4/c bld.
National Magazines, (Offset) 1984

Printed in U.S.A.

SARATOGA
120's
Leisure length. Low in tar.

ANTIQUE AUCTION
Elbert Galleries. Established 1907

"Going once,
going twice, sold...
but not 'til I finish
my Saratoga."

© Philip Morris Inc. 1984
Using "tar" 1.0 mg/cigarette as per cigarette FTC Report Mar '83.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

The advertisement features a wooden background with an antique auctioneer's gavel, a wooden auctioneer's block, and two packs of Saratoga 120's cigarettes. One pack is open, showing cigarettes. The text is arranged in a vertical layout, with the brand name and product name at the top, followed by a tagline, a quote, and a warning at the bottom.



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